

Experience LAB

for Tourism Executives

When: October 16–18, 2017

Where: Hyatt Regency Columbus, Columbus, Ohio

Who Should Attend: Destination marketing executives and travel suppliers who want to engineer Unforgettable Experiences.

Investment: \$1,899. **Value:** Priceless.

Early booking rates through May 31, 2017: \$1,499.

through July 1, 2017: \$1,699.

through August 15, 2017: \$1,799.

Special hotel rates will be available at the Hyatt Regency website at www.columbus.regency.hyatt.com or by phone at 614.463.1234.

Benefits:

- Discover the Experience Formula to engineer innovative new tourism experiences
- Gain insight into how Experience Columbus successfully created an Experiential Destination
- Experience unique products firsthand through a series of mobile workshops.
- Go behind the scenes with DMOs and Experience Columbus travel suppliers to hear how they engineered new experiences
- Learn the elements of the experiential development process including: design, story development, scripting and staging.

The Lab includes:

- Presentations and learning sessions
- Panel discussions by DMOs & travel suppliers
- Mobile workshop experiences
- 6 Meals: 2 breakfasts, 3 lunches, 1 dinner
- All mobile workshop transportation
- Networking and learning to apply to your destination or company

Joe Veneto aka the Opportunity Guy collaborates with DMOs and travel suppliers to create innovative new customer experiences. He is an expert in the creation, design, scripting and staging of Experiential Tourism Products. He developed and implemented the experiential process in multiple destinations.

Sample Experiential destinations include: Philadelphia, PA; Minneapolis, MN; Columbus, OH; Dutchess County, NY; Virginia Beach, VA, Baltimore, MD. and Shreveport, LA.



What's in your snow globe?

Imagine transforming your visitors into advocates and ambassadors based on the experiences in your destination? Attend The Experience Lab, a unique hands-on workshop designed for Destination Marketing Executives and Travel Suppliers to engineer new offerings and transform visitor experience.

"In my 30 years in Tourism, the Experience Lab was the most enlightening and worthwhile program I have ever attended. It provided an insightful process to create value for DMOs and their partners that provides "points of differentiation" to fulfill consumers desires. What a tremendous program."

Gary Stogner
Senior Marketing Director
Visit Tallahassee, Florida

Limited to only 45 participants! Reserve your space now!
For information and registration, call 1.800.840.4919
or visit www.opportunityguy.com/ExperienceLab



Columbus, Ohio October 16–18, 2017

Lab Schedule*

Day 1: Monday, October 16th

- 8:30 am Welcome Remarks — Experience Columbus
Opening Session: **Experiential Tourism, Driving Economic Development**
- 11:00 am Short North Food and Walking Tour
- 1:00 pm Lunch: North Market
- 3:00 pm Presentation: **Building Brand Equity with Experiential Development**
- 6:00 pm Crafting Culinary Creations at The Kitchen

Day 2: Tuesday, October 17th

- 7:30 am Breakfast at Hotel
- 8:30 am Presentation: **Stories, Scripting and Staging Experiences**
- 10:30 am A Unique Experience, Dublin, Ohio
- 12:30 pm Lunch at Hotel
- 2:00 pm Dance, Move and Stretch at BalletMet
- 4:00 pm Meet Sophia Kelton and learn her secret
- 6:30 pm Create a special scent at The Candle Lab and taste unique wines

Day 3: Wednesday, October 18th

- 8:30 am Breakfast and Learn What's in Fashion at Nordstrom
- 11 am–1 pm Panel Discussions:
 - **DMOs, Engineering Experiences for Destinations**
 - **Columbus Travel Suppliers — The Nuts and Bolts of the Experiential Process**
- 1:00 pm Lunch at hotel
- 2–3:30 pm Presentation: **Implementing Experiential Development**
- 4:00 pm Next Steps & Wrap Up

* Dates and times may be subject to change based on availability.

SPECIAL Early Booking Rates will be available through August 2017.

For information and registration, visit www.opportunityguy.com/experienclab

“The future of Tourism is the creation of awesome experiences. The Experience Lab showcased an amazing process for destinations and travel attractions to go from concept to market-ready experiences. I am a fan and highly recommend the Lab!”

Robin Garrett
President, Meridian
Reservation Systems
Ontario, Canada

